

Marketing

Department of Management & Marketing, College of Business & Technology



Program of Study

Marketing lies at the heart of successful organizations. Thriving businesses need employees who can identify customer needs as well as create and implement marketing solutions to satisfy those needs. Through your Marketing courses at Western, you will develop important skills in the areas of professional selling, consumer behavior, marketing research, supply chain management, e-marketing, and marketing management. Classes are taught using a combination of multimedia technology, case analysis, lecture, computer-based simulations, and experiential learning activities. Class sizes are typically limited to 45 and under in principles courses, with advanced courses restricted to 25 to 35 students per section. The Marketing major is offered at both the Macomb and Quad Cities campuses.

Faculty

The Marketing program includes two professors who have received national recognition for outstanding teaching from the American Marketing Association, the Society for Marketing Advances, and the Marketing Management Association. Four professors of Marketing have previously been named as the “Outstanding Teacher of the Year” in the College of Business and Technology.

The faculty makes extensive use of computer-based simulations as teaching tools in undergraduate Marketing courses. In addition, the department’s low student-teacher ratio means that you will have the personal attention you need for optimal learning. Marketing professors specialize in services marketing, direct marketing, Internet marketing, consumer research, retailing, professional selling, sales management, and advertising. Their industry experience in these areas enables them to introduce students to a network of professionals both here and internationally.

Marketing faculty are also outstanding researchers. Areas of specialized faculty research expertise include use of emotional appeals in advertising; marketing education; customer relationship management; marketing culture; effects of promotion on consumer behavior; measurement techniques; and marketplace motivations, attitudes, and behaviors.

Scholarships

A number of scholarships, ranging from \$100 to \$1,000, are available on a competitive basis. Detailed information on scholarships is available from the college advising office, (309) 298-1619; the Scholarship office, (309) 298-2001; or on the Web at wiu.edu/Scholarship.

Honors in Marketing

To be eligible for the Centennial Honors College, entering freshmen must have an ACT composite score of at least 28 OR have a 26 or 27 composite ACT and be in the top 15% of their graduating class OR have an ACT composite score of at least 24 and be in the top 10% of their high school graduating class. Comparable SAT score is acceptable. To find out more, visit wiu.edu/Honors.

General honors seminars in the humanities, sciences, and social sciences provide students with the opportunity to explore key academic issues with distinguished faculty members.

Student Activities

Marketing students are encouraged to join and participate in Western's Marketing Club. Membership in the organization broadens students' education through discussions, visits with leading marketing officials, assistance with résumé and interviewing preparation, and field trips to marketing facilities.

Special Opportunities

The College of Business and Technology is fully accredited by the Association to Advance Collegiate Schools of Business International, which assures that you receive a rigorous, up-to-date education. AACSB International is the largest and most prestigious accreditation organization for management education in the world.

The department and the College encourage involvement in internship programs with public and private businesses and industry. Along with credit toward graduation, such internships provide valuable experience and frequently result in employment upon graduation.

After College

A degree in Marketing is very desirable, offering challenging opportunities, career flexibility, and financial rewards. Career opportunities in Marketing are varied and are available in the business, government, and non-profit sectors. A few of the many types of jobs open to Marketing graduates include advertising manager, brand or product manager, business development manager, buyer, commercial marketing specialist, fundraiser/development officer, international marketer, manufacturer's representative, product analyst, public relations manager, research analyst, retail manager, and sales manager.

For More Information

For more information on the Marketing major, visit wiu.edu/MandM, or call the Department of Management and Marketing at (309) 298-1535 or the College of Business and Technology Advising Center at (309) 298-1619.

For Your General Outlook

The College of Business and Technology has a full-time staff of professional advisers. For information about degree planning, please call (309) 298-1619.

Campus Visits

The Admissions Reception Center (Sherman Hall 115) is open most weekdays from 8:00 AM to 4:30 PM when the University is in session. Group information sessions are available on Mondays and Fridays at 10:00 AM and 1:00 PM, and individual appointments can be made on Tuesday, Wednesday, and Thursday. Campus tours are conducted at 11:00 AM and 2:00 PM, Monday through Friday. Appointments with advisers, faculty, or a financial aid adviser may be arranged separately during the week. The Admissions Reception Center is open from 9:00 AM to 1:00 PM most Saturdays when the University is in session. A group information session is available at 10:00 AM, and a campus tour is conducted at 11:00 AM. You may schedule your visit or tour online at admissions.wiu.edu by selecting "Schedule a Campus Visit." You may also schedule a visit, tour, or individual appointment by calling toll free (877) PICKWIU (742-5948) or (309) 298-3157, or by e-mailing admissions@wiu.edu.



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Stipes Hall 414 • Western Illinois University
1 University Circle • Macomb, IL 61455-1390
Phone: (309) 298-1535



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